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UNITED NEGRO COLLEGE FUND (MINNESOTA):

DONOR PROFILE 1992

**RESEARCH PROJECT
sponsored by
CENTER FOR URBAN AND REGIONAL AFFAIRS
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CURA RESOURCE COLLECTION

**Center for Urban and Regional Affairs
University of Minnesota
330 Humphrey Center**

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UNCF(MINNESOTA): DONOR PROFILE 1992


EXECUTIVE SUMMARY

The Minnesota area office of UNCF has 1,338 organizational and 8,098 individual donors. Among its eight donor categories, Individuals form the largest number followed by the categories of Corporation, Foundation and Clubs. Over half of the donors are located in Minnesota and others are distributed in Iowa and Nebraska. Corporation donors contributed to nearly half of the total donation and the other half of donation comprised of nearly equal shares from the categories of Foundation and Individuals. The share of corporations has been declining slightly over the last four years while that of Foundations and Individuals has been increasing gradually during the same period. An overwhelming majority of organizational donors are from Minnesota. The share of organizational donors from Iowa has been increasing whereas those from Minnesota and Nebraska have been slightly decreasing. Majority of the organizational donors are from the Twin Cities. The donation level of St. Paul has been steadily growing compared to the other cities. Nearly three-fourths of the organizational donors made an average annual donation less than \$100. The individual donations from Nebraska and Minnesota have been growing steadily over the years. Nearly two-third of the individual donations were from Minnesota and the rest from Iowa and Nebraska. Individual donations from Omaha and Lincoln have been consistently growing while those from Minneapolis, St. Paul and Des Moines have been fluctuating. Majority of individual donors made an average annual donation less than one hundred dollars.

THE REPORT presented herein is the outcome of a research project carried out under the auspices of the Center for Urban and Regional Affairs (CURA) of the University of Minnesota during April to June 1992. The research was undertaken by Vengesana R. Sridhar, a Graduate Research Assistant from the Department of Agricultural & Applied Economics, under the supervision of Mr. Walter Abramson, Asst. Area Development Director, UNCF(United Negro College Fund), Minnesota and was co-ordinated by Dr. Ed Drury of the CURA.

THE UNCF is a consortium of 41 historically Black colleges & universities that are private and fully accredited. The mission of the organization is to provide quality education to more than 50,000 of its students each year who represent almost all states of the U.S. and 30 foreign countries. Nearly 40% of all blacks who have earned Bachelor's degree in the U.S. are from UNCF institutions. The Rev. Martin Luther King Jr. was one among the well known and respected alumni of UNCF.

UNCF in MINNESOTA has a strong presence for over 20 years even though its institutions are not located in this state. It administers many educational programs for the benefit of the minority youth besides conducting an annual career fair, high school outreach projects & other programs that encourage black youth to pursue higher education.



THE RESEARCH OBJECTIVE was to develop a database of donors of UNCF (covered by its Minnesota area office) and to draw its typical donor profiles. This would help the organization in identifying the important features of its present donors and in planning for reaching prospective donors in future. A database consisting of records of information for a total number of 9436 donors of UNCF (Minnesota area Office) was developed for the organization out of the available information. The database was then analyzed to elicit typical donor profiles and categories.

DONOR DEMOGRAPHICS were analyzed Category-wise and State-wise:

Fig. 1 provides a graphical representation of category-wise donor demographics. It shows that among the 8 categories of donors, namely, Corporation, Foundation, Fund, College, Club, Union, Church, and Individual, the number of donors from Funds, Colleges and Unions were almost nil. Among the other categories, Individual category of donors were 8098 in number followed by Corporation, Foundation and Clubs with 904, 200 and 136 donors respectively. The demographic classification of individual donors in terms of race, religion, sex and other relevant demographic characteristics could not be done in the present study as the needed information was not available in their records. The new system of database of the organization has provision to incorporate this kind of information in their new donor records.

Fig 1: CATEGORY-WISE DONOR DEMOGRAPHICS

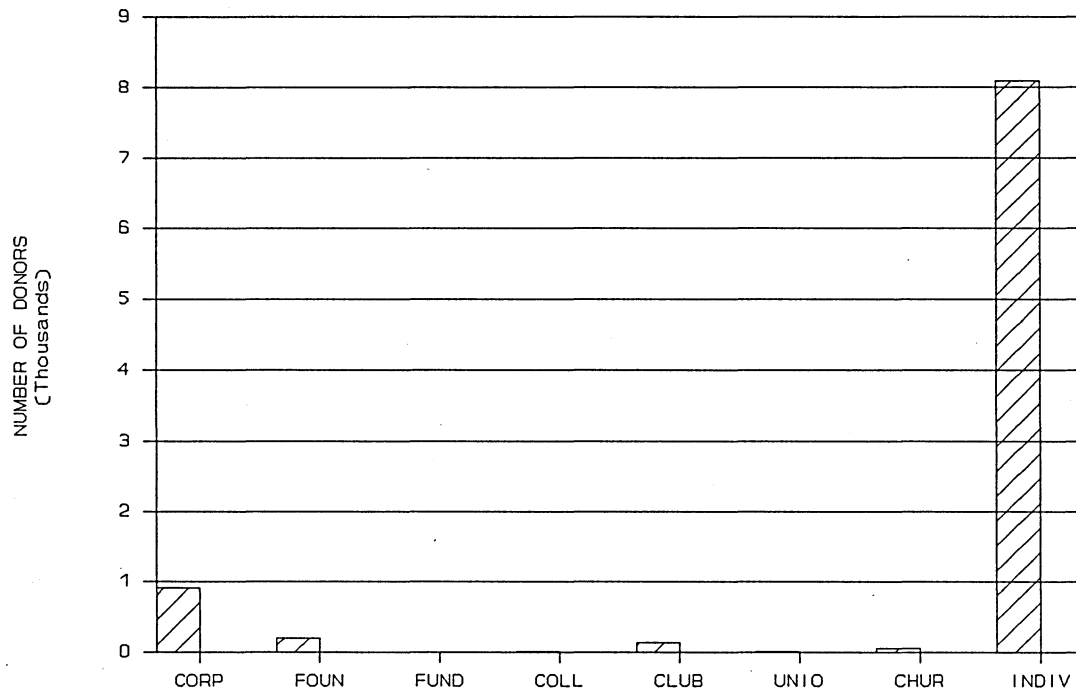


Fig 2: STATE-WISE DONOR DEMOGRAPHICS

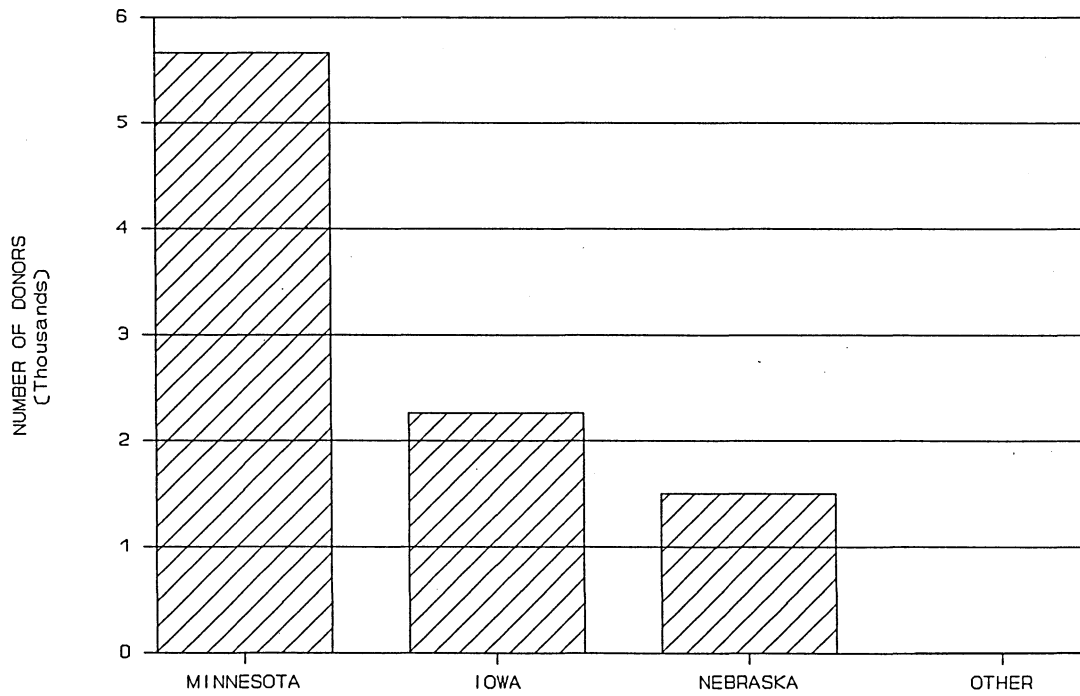


Fig. 2 graphically describes the spatial or locational distribution of donors of UNCF(Minnesota). It may be seen that nearly 60% (5664) of the donors are from Minnesota state and there are 2263 donors from Iowa and 1506 from Nebraska.

DONOR CATEGORIES were then analyzed in terms of their contribution to the fund in the last five years. As information for the current year(referred to as Yr1) was not complete at the time of conducting this study, donation during the last 4 years (Yr2, Yr3, Yr4, and Yr5) and the average donation of these four years were analyzed.

Fig. 3 represents the category-wise donation contribution. It is seen that during the last year (yr2) corporation donors have contributed \$395,264 which is 48.5% of the total donation. donors from the category of foundation donated \$ 219,175 (26.8%) during the last year. Individual donors contributed to 23.1% of the total donation last year with an amount of \$ 188,135.

Fig. 4 helps us to analyze the trend of category-wise donor composition over the years. It gives the specific donor category composition in terms of the 4 year average donation. A comparative analysis of these two figures reveal that the share of corporation has shown a decline of nearly 2% while that of foundation and individual categories has increased slightly.

Fig 3: CATEGORY-WISE DONATION

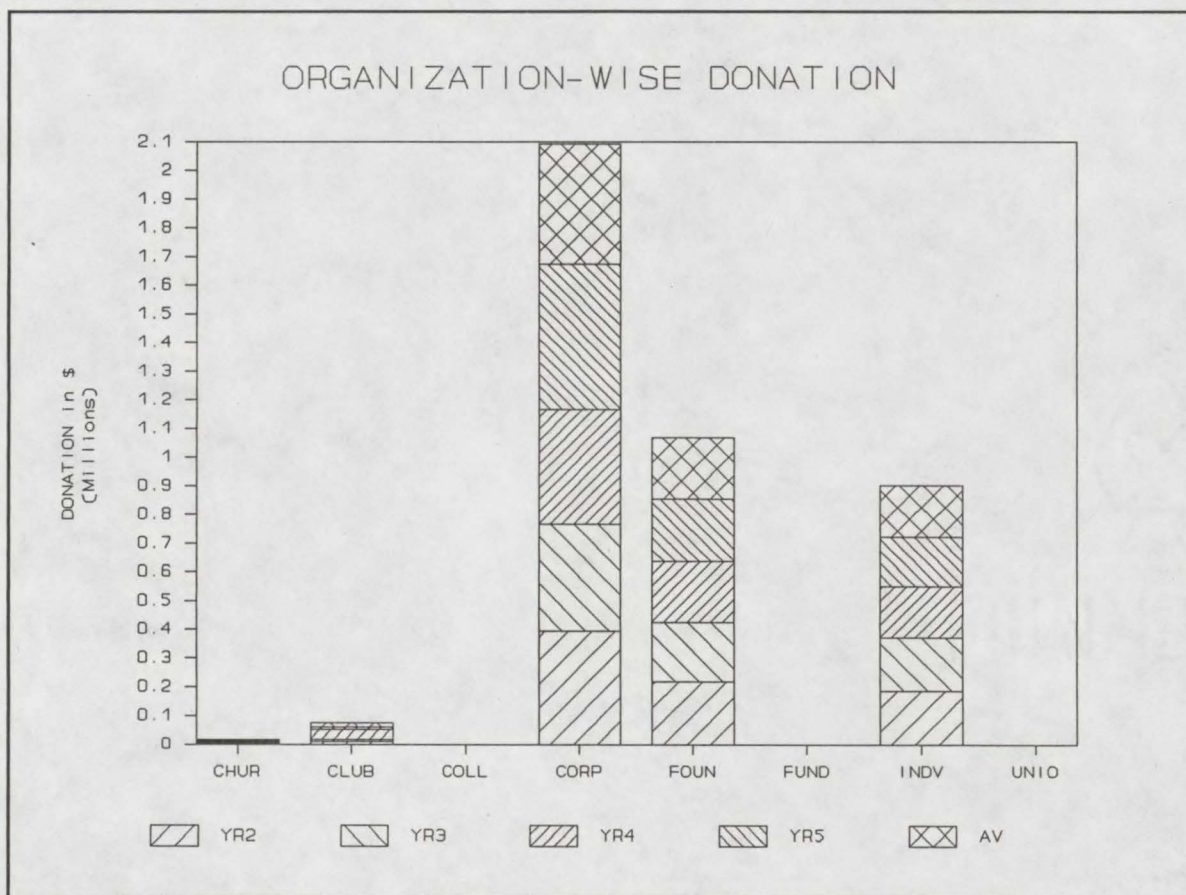
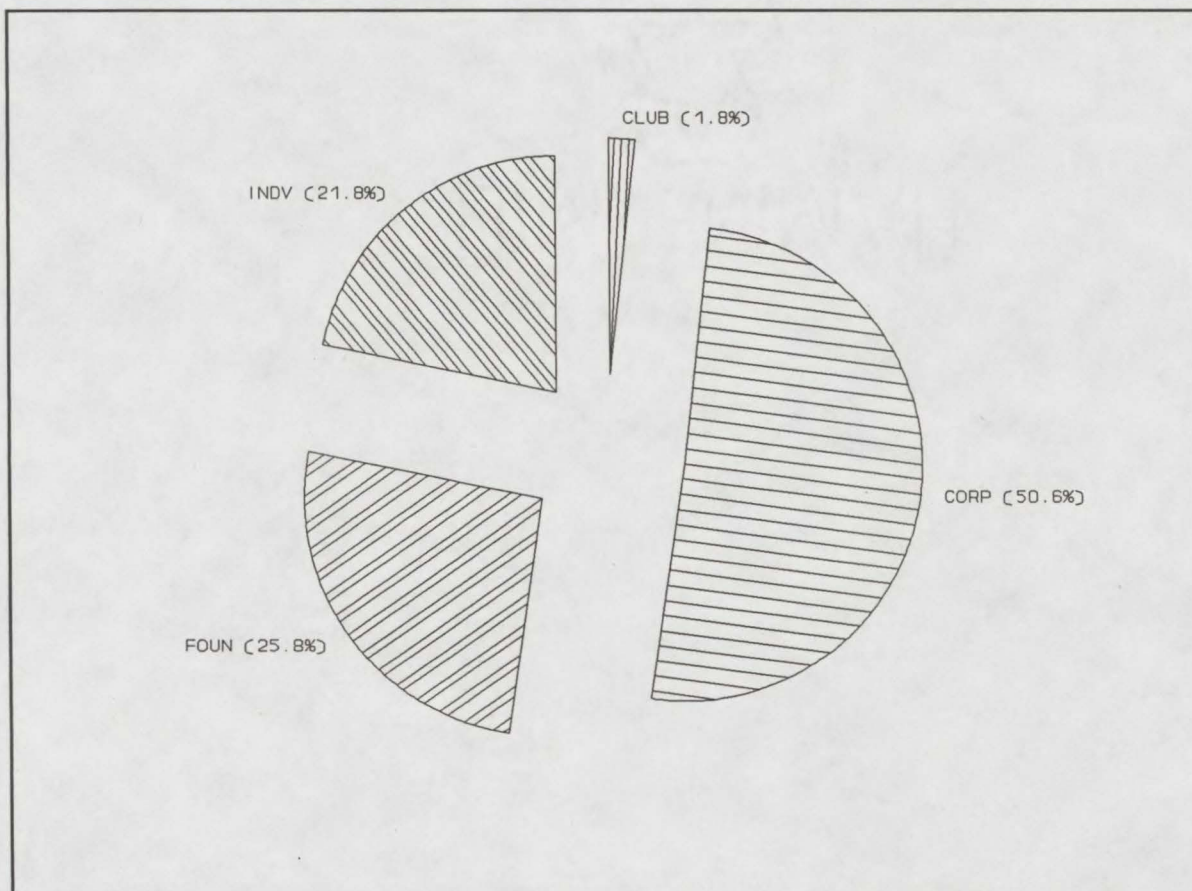


Fig 4: CATEGORY-WISE DONOR COMPOSITION



ORGANIZATIONAL DONOR PROFILE

State-wise composition of organizational donations from a total of 1338 organizational donors is represented in Fig. 5 which reveals that 81 % of the average organizational donation in the last 4 years is from Minnesota and contribution from Iowa and Nebraska are about 9 % each.

While analyzing the trend of organizational donations in the last 4 years and the 4 years average, it is found(Fig. 6) that organizations from Iowa have increased donation from \$ 62,896 in Yr5 to \$ 67,441 in Yr2(last year). It is seen that contribution from organizations in Minnesota and Nebraska states were lower last year when compared to what they were in year 5. However, their last year donation had an increase over its immediate previous year. Minnesota organizations increased their donations from yr3 (\$ 495,662) to yr2 (\$518,371). Likewise, Nebraska's organizational donation contribution increased from \$ 44,078 in yr3 to \$ 54,568 in year 2. However, the donation contribution during last year from these 2 states is less than their 4year average.

Fig. 7 shows the city-wise organizational donation during the last 4 years and also the 4 year average. It is seen that organizational donations from the city of St. Paul have grown steadily from \$ 199,311 in year 5 to \$ 212,329 in year 2(last year). It is also greater than its 4 year average donation.

Fig 5: STATE-WISE ORGANIZATIONAL DONORS

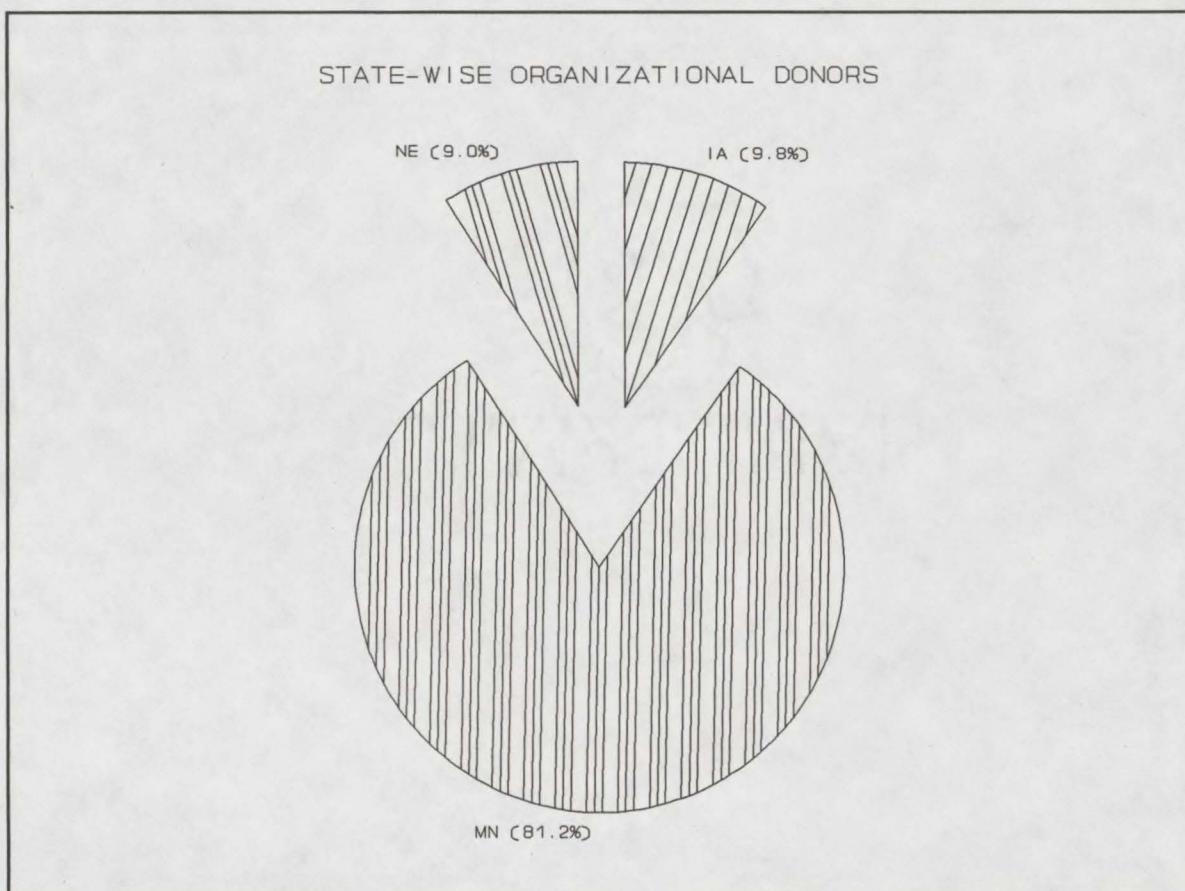


Fig 6: STATE-WISE ORGANIZATIONAL DONATIONS

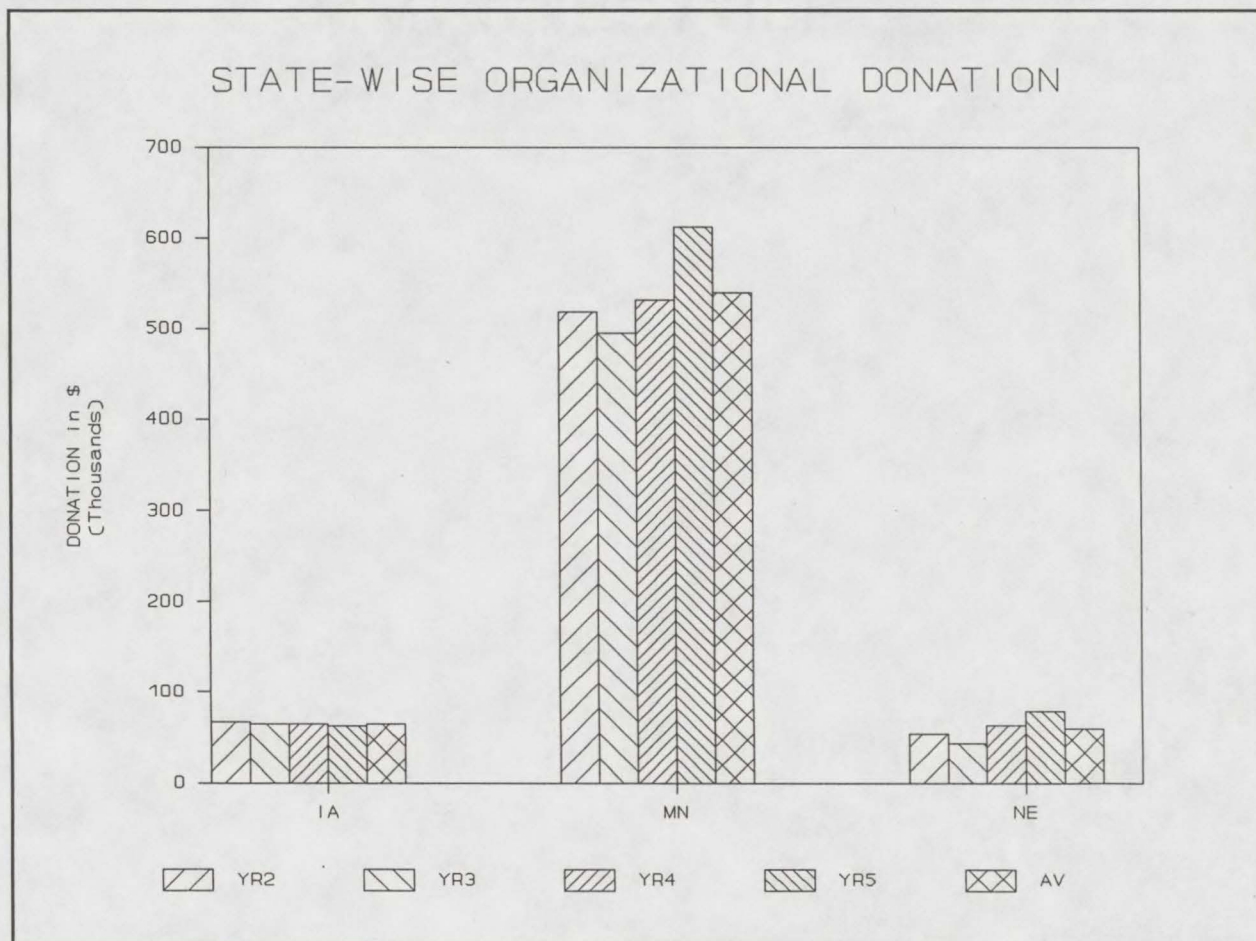
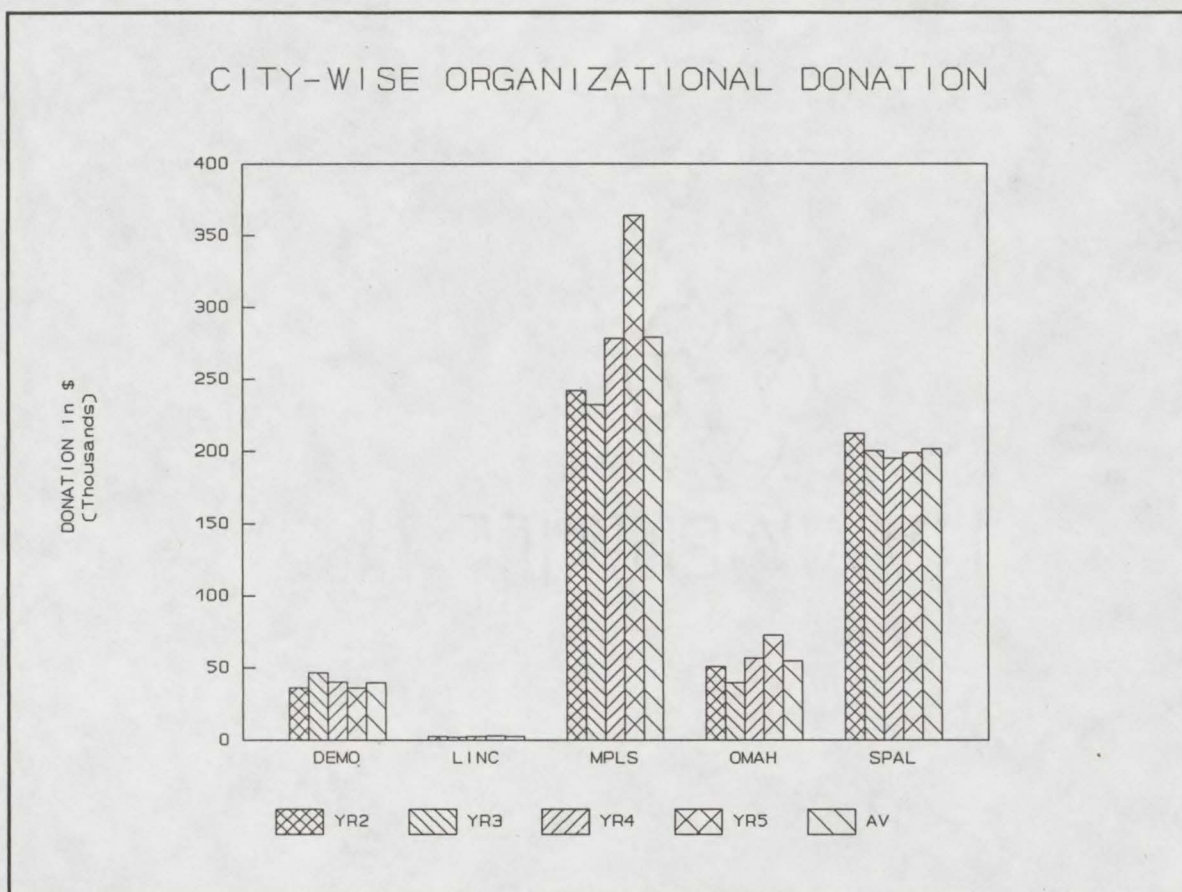


Fig 7: CITY-WISE ORGANIZATIONAL DONORS



The other cities, namely, Minneapolis, and Omaha registered a lower share of donation in the last year (\$ 242,148 and \$ 50,587 respectively) when compared to year 5 (\$ 363,626 and \$ 72,740 respectively). Their last year donation share was also less than their 4 year average. However, their contribution during the last year indicates a slight increase over its immediate previous year (yr 3).

Fig. 8 reveals the city-wise organizational donation composition. It is seen that Minneapolis contributes 48 % followed by St.Paul (35%). It may be due to the fact that more number of organizations are located in the Twin Cities being a major metro area. Among the other cities, Omaha & Des Moines contribute small yet significant shares of donation.

There are 346 organizational donors who made average donation over \$ 100 during the last 4 years (Fig. 9). The same illustration also reveals that there were 150 donors with average donation over \$ 500, 92 donors with average donation over \$ 1,000, 28 donors with 4 year average donation over \$ 5,000 and 11 donors with average donation over \$ 10,000.

Fig 8: CITY-WISE ORGANIZATIONAL DONOR COMPOSITION

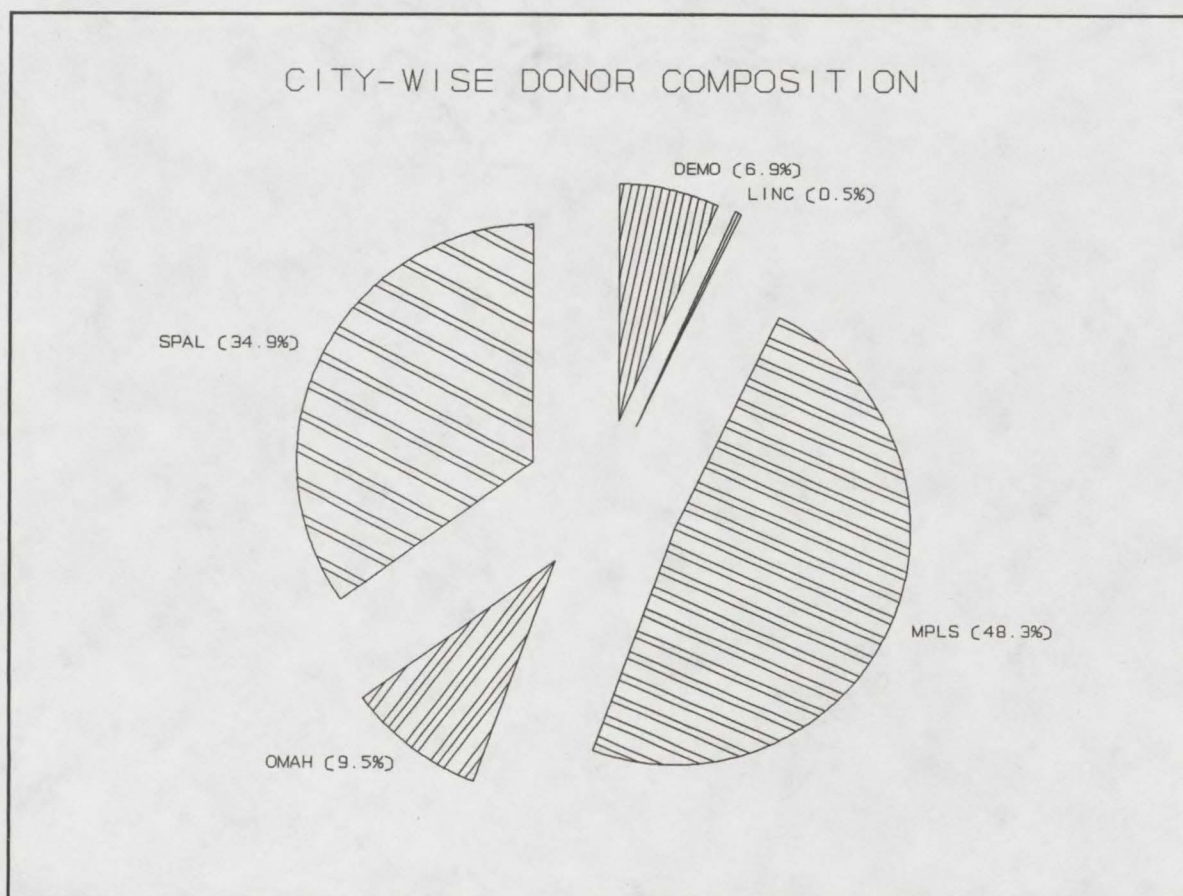
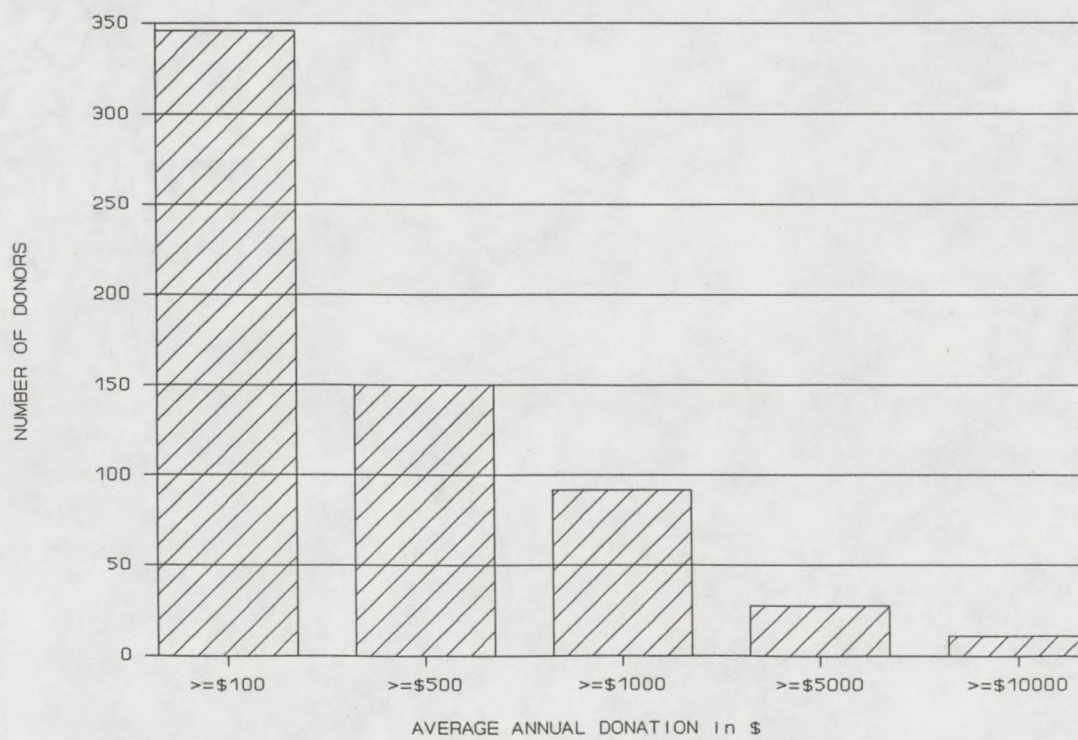


Fig 9: AMOUNT-WISE ORGANIZATIONAL DONORS



INDIVIDUAL DONOR PROFILE

There were 8098 individual donors for UNCF(minnesota) at the time of the study. Fig. 10 reveals the state-wise individual donation during the last 4 years and also the average.

The overall impression is that individual donations from the states have been increasing steadily over the years, especially for Nebraska and Minnesota. Contribution from Minnesota individuals have increased from \$ 114,948 in year 5 to \$ 125,838 in the last year(year2). It is also greater than its 4 year average. In the case of Nebraska the donation increased from \$13,811 in year 5 to \$ 18,862 in year 2 and its last year donation is also greater than its 4 year average. The donations from individuals in Iowa during last year is greater than its 4 year average. However, it is lower to what it was in its immediate previous year.

Fig.11 reveals the state-wise composition of individual donations. Minnesota contributes for 66.7% of individual donations followed by Iowa with 23.8% and Nebraska with 9.5%.

Fig. 12 analyzes the trend in the city-wise individual donation during the last 4years and their 4 year average .The cities of Omaha and Lincoln have registered steady increase of donations from \$ 12,745 and \$ 1930 respectively in year 5 to \$ 13,737 and \$ 2,408 respectively in year 2.This increase is also well above their average donation in the last 4 years.

Fig 10: STATE-WISE INDIVIDUAL DONORS

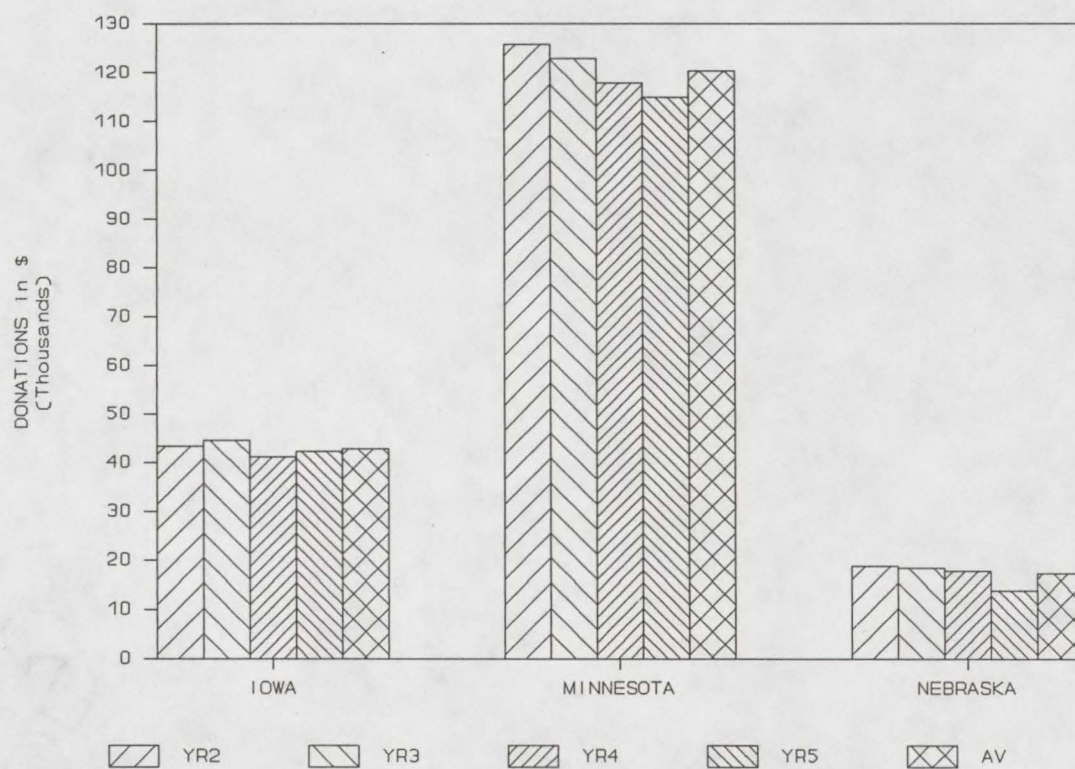


Fig 11: STATE-WISE INDIVIDUAL DONOR COMPOSITION

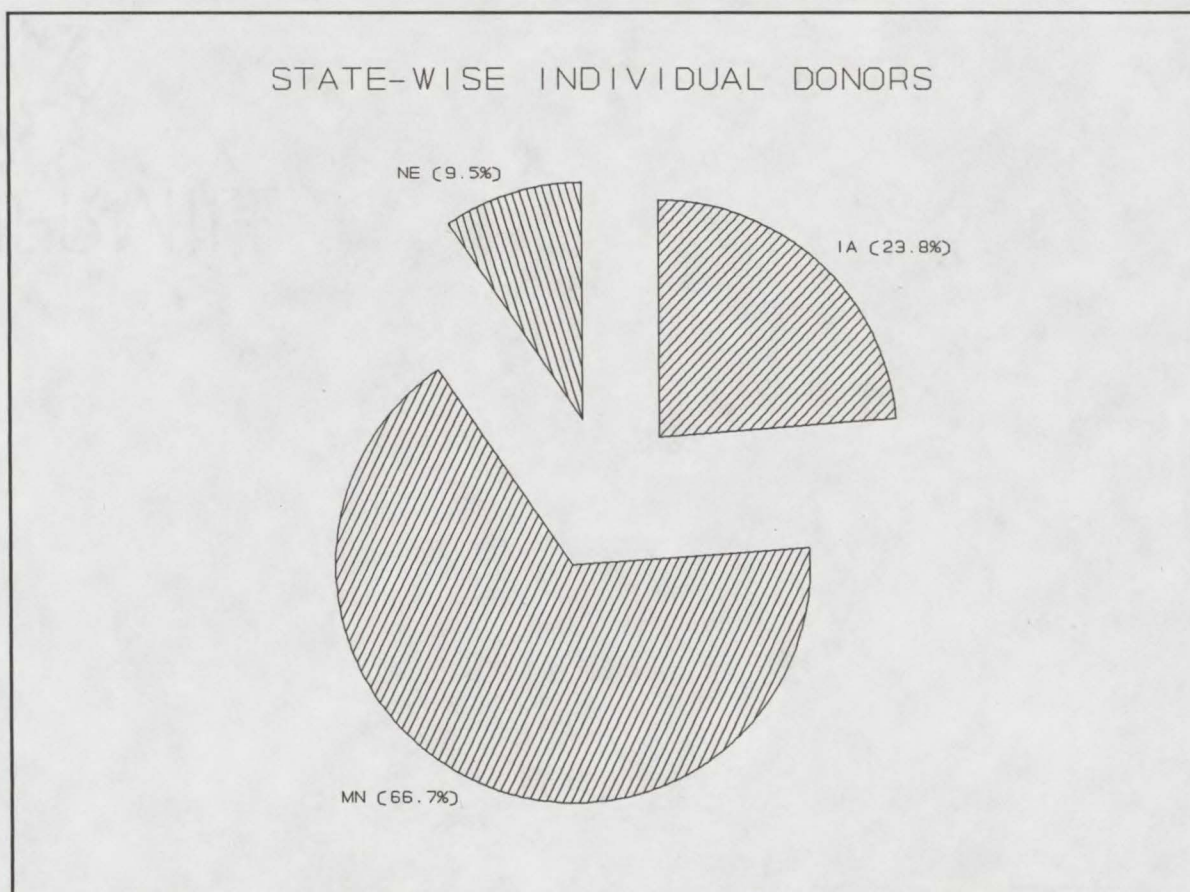
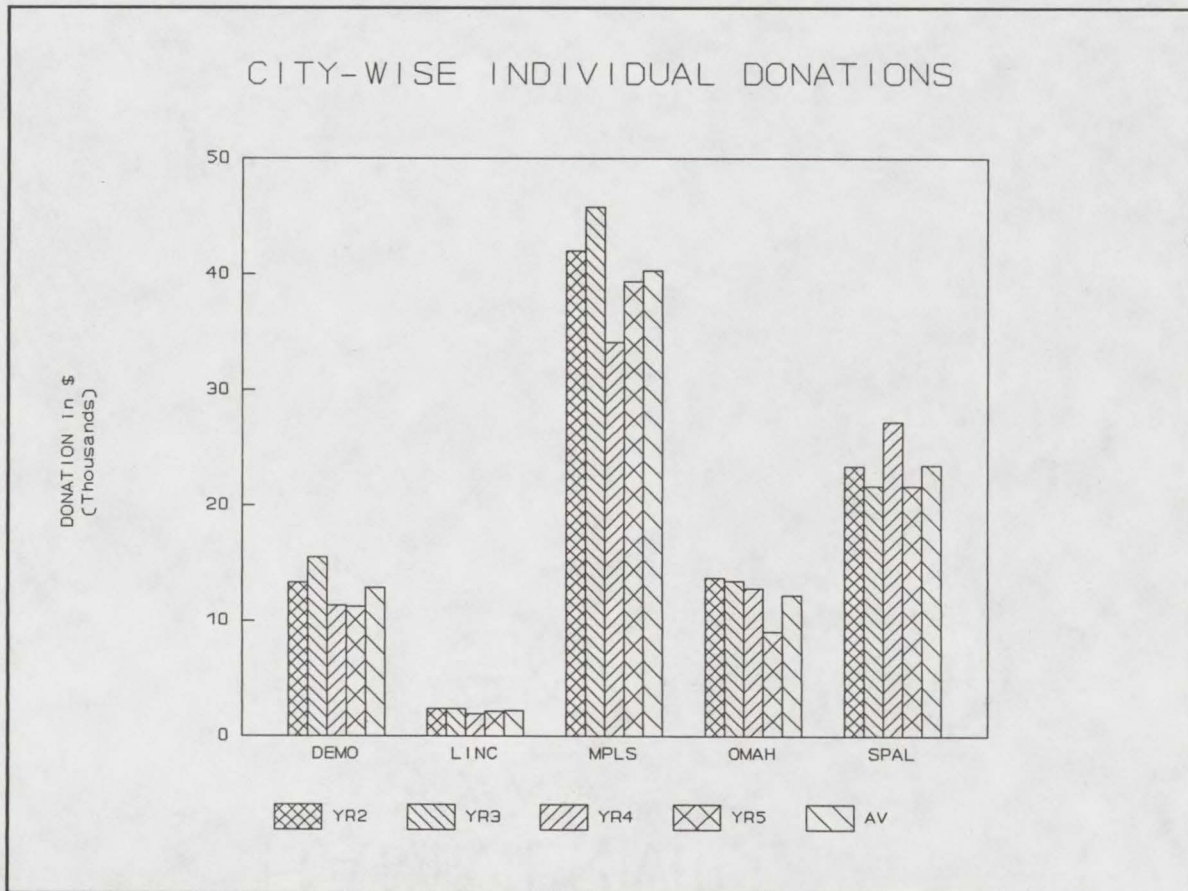


Fig 12: CITY-WISE INDIVIDUAL DONATIONS



In other cities, namely, Minneapolis, St. Paul and Des Moines there have been fluctuations in the donations during this period. The last year donation from all these 3 cities was greater than their 4 year average. However, they were lower when compared to the immediate previous year (year 3).

Fig. 13 shows the city-wise individual donation composition from the 4 year average. The average contribution of Minneapolis city was 44% and those of St. Paul, Des Moines and Omaha were 25.8%, 14.1% and 13.4% respectively.

While comparing the last year donation of these cities against their average, it is found that Minneapolis city maintained the same level of contribution (44%), St. Paul's share declined by 1% to 24.7%, Des Moines decreased its share by nearly 1% while Omaha increased its share by 1% to 14.4%.

Fig. 14 represents the amount-wise classification of individual donors based on their 4 year average donation. There were 399 individual donors whose average donation was \$ 100 and above. Likewise, the number of donors with average donation of \$ 500 and above and number of donors with average donation of \$ 1,000 and above were 44 and 13 respectively.

Fig 13: CITY-WISE INDIVIDUAL DONATION COMPOSITION

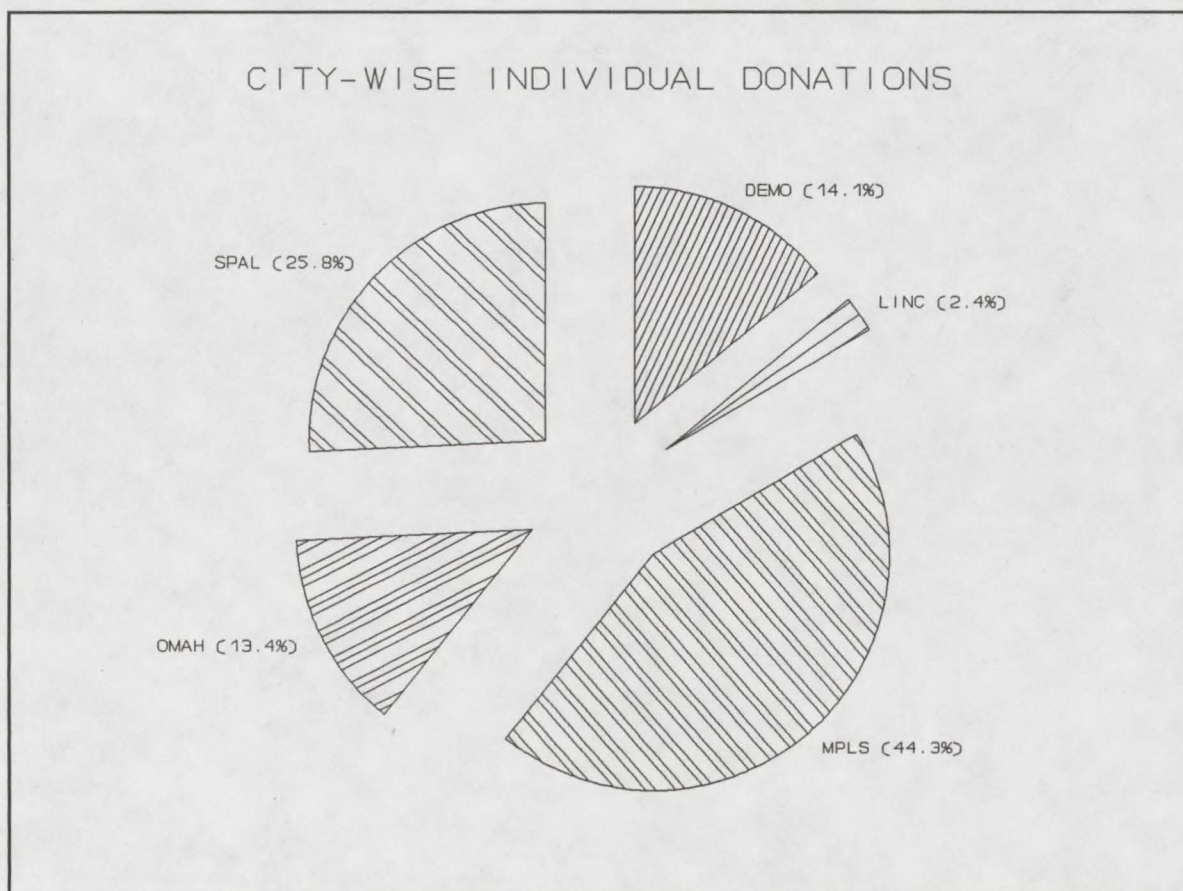
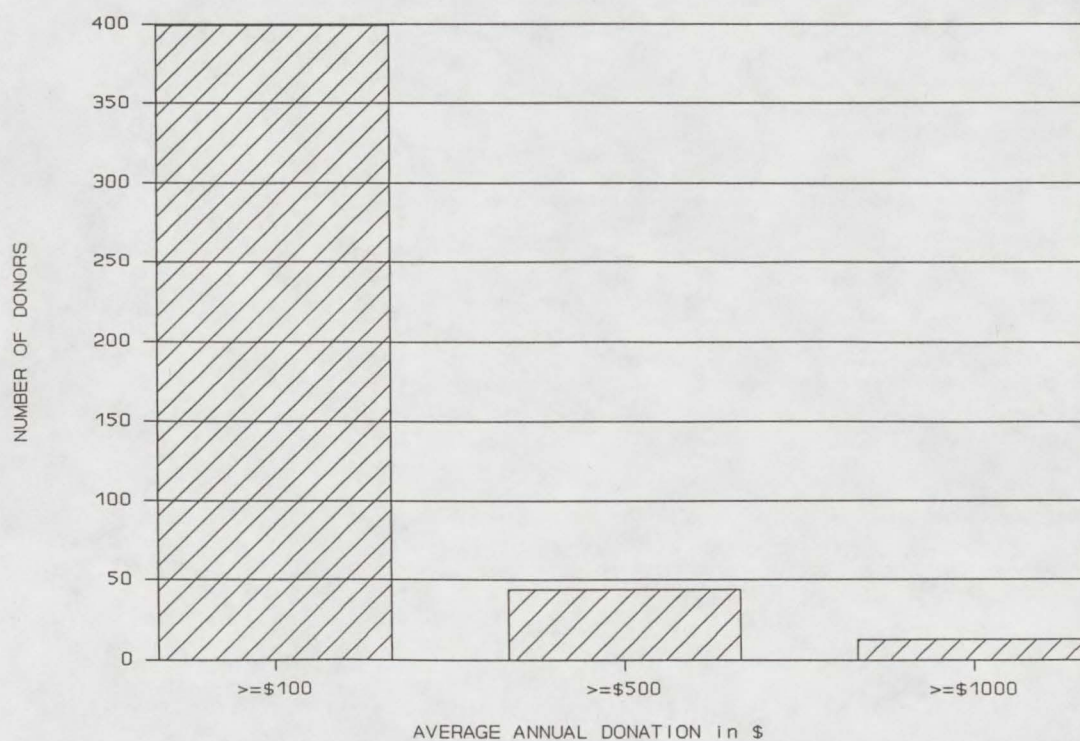


Fig 14: AMOUNT-WISE INDIVIDUAL DONORS



TOP 10 ORGANIZATIONAL DONORS, based on their 4 year average donation have been enlisted in Annexure I.

TOP 10 INDIVIDUAL DONORS, based on their 4 year average donation have been enlisted in Annexure II.

READY RECKONER QUERY PROGRAMS totalling 226 were specially designed for the day-to-day use of UNCF(Minnesota). These programs installed in the computer network of the organization would furnish donor profiles according to various characteristics instantaneously.

CONCLUSIONS AND SUGGESTIONS

The major findings of the study suggest the need to look into the declining contribution of donation from the Corporations and also the decreasing organizational donation from the states of Minnesota and Nebraska particularly from the cities of Minneapolis and Omaha.

The Minnesota area office may use the computerized Donor Information System that is now available with them to locate and reach potential and prospective donors for further donation growth.

It may also conduct an intensive campaign to reach and persuade various categories of donors employing suitable techniques such as survey-cum-donation appeal instruments, telephone calls and personal visits to selected categories of donors.

While the overall donor base and the quantum of donation seems to have been increased consistently over the years by the Minnesota office, there are also good prospects for further growth as indicated by steady increase in donation contribution from even small and far away places.

ANNEXURE I

TOP 10 ORGANIZATIONAL DONORS:

- 1. THE BUSH FIRST NATIONAL BANK BUILDING FOUNDATION*
- 2. THE GENERAL MILLS FOUNDATION*
- 3. LUSTRASILK OF AMERICA, Inc, CORPORATION*
- 4. THE CARGILL FOUNDATION*
- 5. THE PILLSBURY COMPANY FOUNDATION*
- 6. THE JOSTENS FOUNDATION Inc.*
- 7. DELUXE CORPORATION FOUNDATION*
- 8. HONEYWELL FOUNDATION*
- 9. 3M COMMUNITY EVENT COMPANY*
- 10. GEO A HORMEL & PUBLIC RELATIONS COMPANY*

ANNEXURE II

TOP 10 INDIVIDUAL DONORS

<i>1. SHEDD BLODGETT</i>	<i>St. Paul</i>	<i>Minnesota</i>
<i>2. LEONARD CARPENTER</i>	<i>Wayzata</i>	<i>Minnesota</i>
<i>3. F. WEYERHAEUSER</i>	<i>St. Paul</i>	<i>Minnesota</i>
<i>4. A. HULINGS</i>	<i>Bayport</i>	<i>Minnesota</i>
<i>5. GRACE STONE</i>	<i>Iowa city</i>	<i>Iowa</i>
<i>6. AMELIA VERNON</i>	<i>Dubuque</i>	<i>Iowa</i>
<i>7. JOSEPH GRINNELL</i>	<i>Minneapolis</i>	<i>Minnesota</i>
<i>8. FRANK EYERLY</i>	<i>Des Moines</i>	<i>Iowa</i>
<i>9. JONATHAN BISHOP</i>	<i>Minneapolis</i>	<i>Minnesota</i>
<i>10. THOMAS LOWE</i>	<i>Excelsior</i>	<i>Minnesota</i>